The business magazine of the farm & industrial equipment industry

May 21, 1982
TWO DOLLARS

Implement & Tractor

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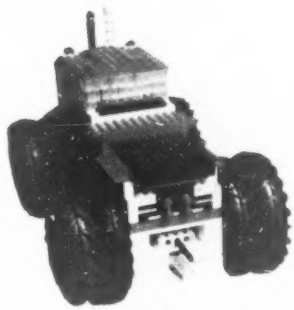

Marketing a 300-hp four-wheeler:

WHICH FEATURE PACKAGE WILL SELL BEST?

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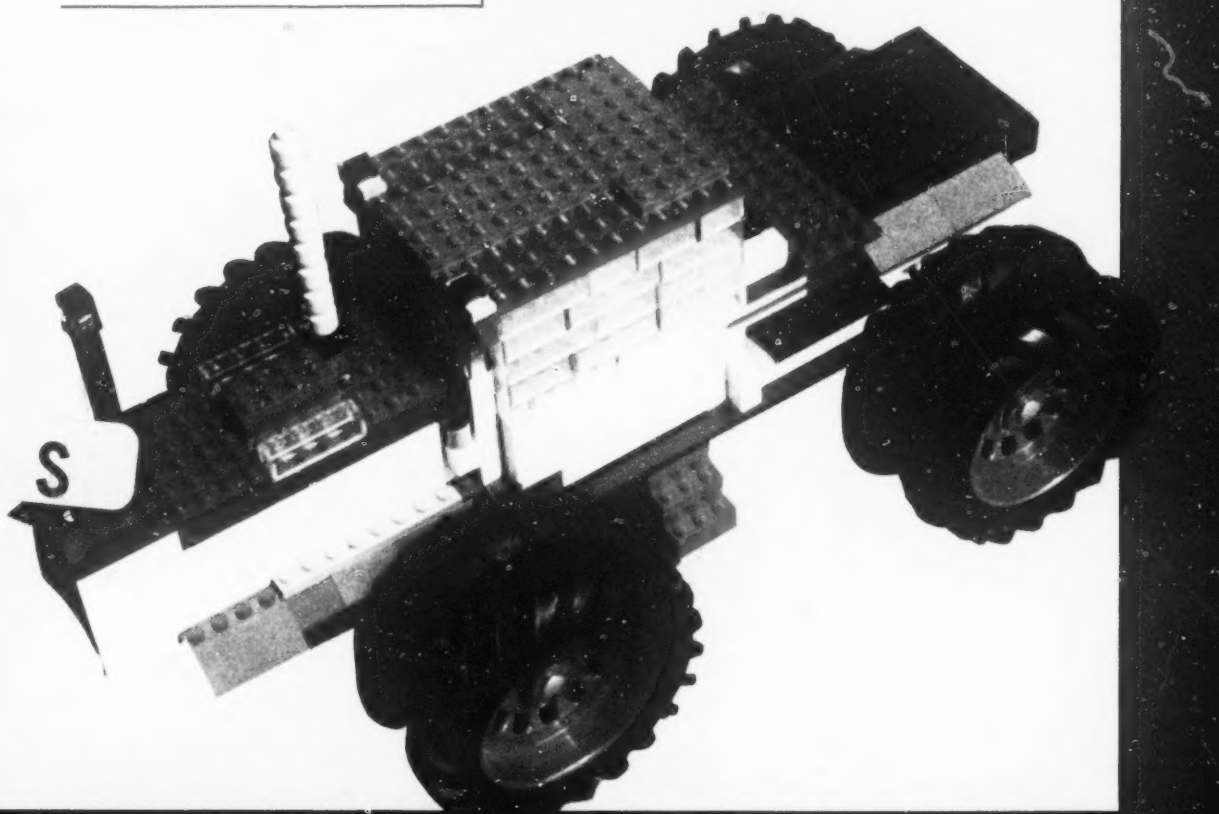

Dealers getting liquid

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Editorial, advertising
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should be addressed to:
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P.O. Box 12901
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Telephone (913) 888-4664
Telex: 42-4156; Answerback
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EDITORIAL
Bill Fogarty, Editor
Charles A. McMurray, Jr., Editor, Red Book
Pat Blanton, Editor, Product File
Kevin Callahan, Art Director
Anita Blattner, Graphic Designer
Irma Allread, Associate Editor

Contributing Editors:
Richard Lee, Britain and Europe
Frank Buckingham, Agricultural Engineering

CIRCULATION
John Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

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ADVERTISING
Lou McNeill, Production
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R. J. Hancock, President
Edward F. Mickells, Publisher

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INTERTEC PUBLISHING CORP.

Implement & Tractor

The business magazine of the farm & industrial equipment industry
May 21, 1982 • Vol. 97 • No. 12

MID-70s SELLING WAS A BREEZE, AND THEN...

"Year of the Salesman" series focuses on two young dealers who got into the business when things were hot. Was it tough to adjust?

8: **Walterman: "You're the one that farmer wants to trust..."** This Dike, Ia., retailer found that when the crunch came, he was prepared by a lifetime of backgrounding.

10: **Dietz: "I had to adjust, learn selling skills..."** At Seguin, Tex., this dealer had to build new sales strengths, but he had already shown himself to be a servicing dealer.

14: **Quality Circles, Goals/Feedback, Knowing the Type-A.** Spring Management Clinic of the Farm Equipment Manufacturers Assn. at San Antonio, Tex.

18: **Which Features Would Sell Best?** The optimum package could be determined by advance research. What if it was a 300-hp four-wheel-drive tractor?

20: **Dealers Getting Liquid.** The auction pace has been unusually busy as dealers have been paring inventories.

24: **New Ideas at France's SIMA.** And 25 wholesalers from North America came shopping for new products.

On the cover: The tractor was constructed, with wheels from two Ertl toy IH models and Lego building materials, by Rob Fogarty.

DEPARTMENTS

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AUCTION PRICES OF USED EQUIPMENT

An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.

Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.

YODER & FREY INC.
Archbold, Ohio
April 12 & 13, 1982

INTERNATIONAL HARVESTER TRACTORS

A, 1947 (Rough) 630
A, 1952 (Fair) 1625
Cub, cult., 1954 950
Cub Lo-Boy G, (Fair) 1200
Cub Lo-Boy, 1960 (Fair) 2250
154 Lo-Boy, (Fair) 2200
H, (Fair) 370
H, 1950 (Fair) 675*
H, 1951 (Rough) 475
H, 1950 (Fair) 600*
H, 1950 (Fair) 750
H, 1947 (Rough) 535
H, 1949 (Fair) 550
H, (Rough) 270
H, 1950 (Fair) 660
SH, 1952 (Rough) 525
M, (Good) 460
M, (Fair) 460
M, 1947 (Fair) 800
Sup. M, (Good) 725*
Sup. M, 1954 (Good) 875*
Sup. M, 1957 (Fair) 975
Sup. M, 1953 (Fair) 850*
Sup. M, 1950 (Rough) 1150
Sup. M, 1953 (Rough) 725
Sup. M, 1953 (Good) 950
Sup. M, 1953 (Fair) 1035
240, 1958 (Rough) 1250
450, 1958 (Rough) 1075
450, 1958 (Rough) 500
450, ... 510
460, 1960 (Fair) 1100*
460 diesel, 1961 (Good) 1950
460, 1959 (Rough) 1400*
460, 1961 (Fair) 1025
460 diesel, 1961 (Fair) 1650*
460, ... 2000*
560, (Good) 1500*
560, 1956 (Good) 1850*
560, 1959 (Fair) 1600*
574 diesel, ldr., ... 7300
574 diesel, ldr., ... 7300
574, 1973 (Fair) 4150*
656, 1967 (Good) 2500
656, 1969 (Good) 3200*
656, 1967 (Fair) 3100
656 hydro, ldr., 1967 (Fair) 4450*
656, 1970 (Fair) 3400
656, 1968 (Fair) 2500*
666 diesel, 1975 (Fair) 4750*
674, (Good) 5300*
686, 1977 (Good) 6000*
706, 1967 (Good) 2400*
706 LP, 1965 (Rough) 1450
706, 1964 (Fair) 2600*
706 diesel, 1965 (Fair) 4000*
706, 1964 (Rough) 2050*
756, 1969 (Good) 3800*
766, 1975 (Fair) 5000
806 diesel, ... 4500
806 diesel, 1965 (Fair) 3100
806, 1966 (Fair) 3450
806, 1966 (Fair) 4800*
806 diesel, 1965 (Fair) 4400
806 diesel, 1962 (Good) 3800*
806 diesel, 1966 (Good) 4300*
806 diesel 4500
806, 1965 (Rough) 2500*
806 LP, 1965 (Rough) 2750*
806 diesel, 1965 (Fair) 3950*
856 diesel, 1959 (Fair) 4900
856, 1970 (Good) 4925*
856, 1970 (Fair) 5000
856 diesel, 1970 (Rough) 4400
856 diesel, 1968 (Good) 6800*
986 diesel, 1978 (Excellent) 13,250*
986 diesel, 1978 (Good) 11,200*
986 diesel, 1978 (Fair) 9000*
1026 diesel, 1970 (Fair) 6200
1066 diesel, 1976 (Good) 8950
1066 diesel, 1976 (Good) 10,250*
1066, 1970 (Good) 4925*
1066 diesel, 1975 (Fair) 7900
1066, 1976 (Good) 9000*
1066 diesel, 1975 (Fair) 7330
1066, 1975 (Fair) 7500*
1066 diesel, 1974 (Fair) 7200*
1066 diesel, 1973 (Fair) 8000*
1086 diesel, cab, ... 11,850
1086 diesel, 1979 (Excellent) 16,000*
1086 diesel, 1978 (Good) 12,800
1206 diesel, 1965 (Fair) 5100
1206, 1966 (Fair) 5100
1256 diesel, 1969 (Fair) 6300*
1466 diesel, 1975 (Fair) 8400*
1466 diesel, 1974 (Good) 10,250*
1466 diesel, 1975 (Good) 8400*
1486 diesel, 1979 (Excellent) 18,000*
1486 diesel, 1978 (Excellent) 16,250*
1486 diesel, 1978 (Fair) 9200*
1566 diesel, 1975 (Good) 11,000*
1566 diesel, 1976 (Fair) 8500
1568 diesel, 1975 (Rough) 9250*
1586 diesel, 1979 (Excellent) 15,500*
1586 diesel, 1979 (Excellent) 15,200*
3788, (New) 27,750*
3500, hoe, ldr., ... 7750

DEUTZ TRACTOR

D10006, 1974 (Rough) 5000*

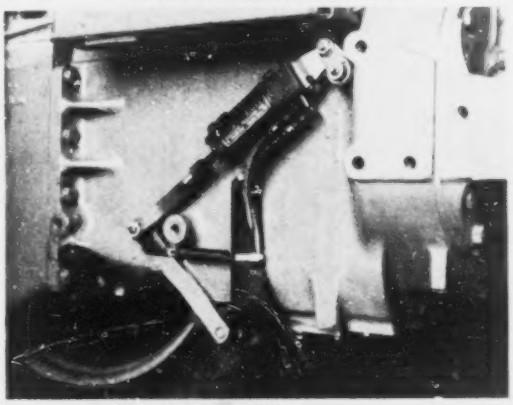
MINNEAPOLIS-MOLINE TRACTORS

Jet Star 3 ldr., 1968 (Good) 2300*

(More...)

EASY-SHIFT®

- ELIMINATES GRINDING
- EASES HARD SHIFTING



- EASY TO INSTALL
- SIMPLE TO OPERATE
- EASY TO ADJUST
- WORKS WITH OR WITHOUT TA

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Dealer Inquiries Invited

BUCKEYE TRACTOR CO.
11313 SLABTOWN ROAD
COLUMBUS GROVE, OHIO 45830
419-656-2162

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SOUTHEAST

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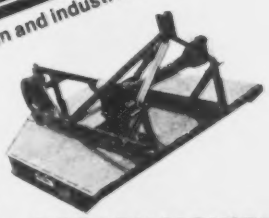
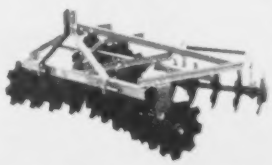


DISC HARROW

A rugged disc harrow that measures up to quality with the ¼" x 2" structural angle iron frame and self seating gray iron bearings. Which means you are really getting your money's worth in durability and service. Available in 5' and 6'6" cutting widths with 16" or 18" cutout or plain blades on 7¼" spacing.



ROTARY MOWER

A medium duty low priced rotary mower with Southeast rugged construction makes an excellent all around mower for all types of weeds, stalks and small brush. 10 Gage decking, ½" free swing suction blades and stump jumper are among the many features. Available in 4', 5', and 6' 3pt hitch models and 4', and 5' drag type.

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Auctions *(continued)*

Jet Star 5, ... 800
U-302, 1959 (Rough) 1250*
U-302, 1949 (Rough) 1250
445, ldr., ... 650*
445, ... 625*
M-602, ... 1400
M-670 diesel, 1968 (Rough) 3500*
G-1000 diesel, ... 2200
G-1050, ... 5200*

OLIVER TRACTORS

77, 1950 (Rough) 400*
77, ldr., 1949 (Rough) 700
77, ... 280
88, 1952 (Rough) 785
550, ldr., 1968 (Rough) 1750*
1250 800
1465 diesel, ... 3750*
1750 diesel, 1965 (Fair) 2600
1750 diesel, 1966 (Good) 4000
1750 diesel, ... 3800
1800 diesel, 1963 (Fair) 3000*
1800 duals, 1963 (Fair) 2350
1900 diesel, ... 1500*
2255 diesel, ... 6100
S-55, ... 1575
S-55, ... 1600

WHITE TRACTORS

2-70, (New) 10,500*
2-105 diesel, 1976 (Fair) 9600
4-150, 1974 (Fair) 11,000
4-150, 1975 (Good) 15,500*

CASE TRACTORS

630, 1965 (Fair) 1800
830 diesel, 1967 (Fair) 2500
830 diesel, 1965 (Fair) 2000
900 diesel, cab, 1956 (Fair) 1600
930 LP, 1964 (Rough) 2400*
930 diesel, 1966 (Good) 3650*
930, 1966 (Good) 2900*
930 diesel, 1975 (Good) 5250*
970 diesel, 1971 (Fair) 4500*
970 diesel, 1970 (Rough) 3750*
1030 diesel, 1968 (Good) 4250
1030 diesel, 1967 (Fair) 3800
1030 diesel, 1966 (Fair) 2500*
1030 diesel, duals, 1966 (Fair) 4000*
1030 diesel, 1966 ..... 3200*
1070 diesel, 1971 (Good) 7750*
1175 diesel, ... 6350
1270 diesel, 1971 (Good) 9000*
1290 diesel, 1980 (Good) 8000*
1370 diesel, 1971 (Fair) 8500
1370, 1972 (Fair) 6900*
1390 diesel, 1980 (Good) 9500*
1570, 1978 (Fair) 14,500*
2670, 1976 (Fair) 12,750*

COCKSHUTT TRACTORS

30, 1952 (Rough) 275
540, 1958 (Fair) 1225*
560, 1958 (Rough) 750
1750 diesel, 1966 (Good) 3650

FORD TRACTORS

8N, 1949 (Fair) 950*
8N, 1950 (Rough) 1200
8N, 1952 (Rough) 1050*
8N, ... 1060
8N, ... 1175
9N, plow, 1946 (Fair) 1500
9N, 1950 (Fair) 1000
Jub., 1954 (Good) 1750*
Jub., ldr., ... 1950
Jub., 1953 (Fair) 1285*
Jub., 1953 (Fair) 1900
600, mo., 1956 (Fair) 1875
861, ldr., ... 1575
2000, ldr., 1958 (Good) 2500*
2000, 1974 (Fair) 4300
3400, (Good) 1975
4000, ldr., 1955 (Rough) 2800*
5000 diesel, 1971 (Fair) 3800
5000, 1968 (Fair) 3350
5000, 1972 (Fair) 4700*
5000, 1975 (Good) 4300*
8000 diesel, turbo, ... 6000
8000 diesel, 1969 (Good) 5000*
8000 diesel, 1972 (Rough) 4700*
8600 diesel, 1972 (Rough) 6600*
8600, 1975 (Fair) 8000*
8600, 1970 (Fair) 6200*
9600, 1975 (Fair) 9600*
9700, 1980 (Good) 13,900*
5600, 1978 (Excellent) 6900

STEIGER TRACTOR

Bearcat, 1976 (Good) 17,500*

JOHN DEERE TRACTORS

A, 1968 (Fair) 400
B, ... 370
B, 1947 (Good) 450
B, ... 370
B, 1940 (Fair) 350*
B, 1948 (Fair) 575
M, cult., 1950 (Fair) 800
40, 1955 (Rough) 1000
50, 1955 (Rough) 825
50, 1955 (Fair) 1050
50, 1956 (Rough) 925*
60, 1954 ..... 550*
420, 1957 (Rough) 1710
620, 1956 (Good) 1400
620, ... 1025
620, 1959 (Fair) 1150*
730 diesel, 1958 (Fair) 1600*
730 diesel, 1960 (Fair) 1500
830 diesel, 1957 (Fair) 1800*
1020 diesel, ... 2950
2010 diesel, 1962 (Rough) 1300*
2010, 1961 (Rough) 1150*
2010, ldr., 1962 (Fair) 3300
2030 diesel, 1976 (Fair) 5200*
2510, (Good) 3000*
3010, 1968 (Good) 1675
3010, 1962 (Rough) 2750*
3020 diesel, 1970 (Fair) 4500*
3020 diesel, 1969 (Fair) 4200*
3020, 1965 (Fair) 3100*
3020, 1967 (Fair) 3200*
4010, 1963 (Fair) 3000*
4010 diesel, 1960 (Fair) 4600*
4010 diesel, 1961 (Good) 4300*
4010 diesel, 1964 (Fair) 4700*
4020 diesel, 1970 (Good) 7850
4020 diesel, 1965 (Fair) 5750
4020, 1966 (Good) 3500
4020 diesel, 1965 (Fair) 6250*
4020 diesel, 1967 (Good) 5600
4020 diesel, 1968 (Good) 6600*
4020 diesel, 1965 (Fair) 4800*
4020 diesel, ... 5100
4230 diesel, 1974 (Fair) 9100*
4230, 1977 (Good) 14,500*
4230 diesel, 1974 (Good) 11,750
4230, 1974 (Good) 11,750*
4230, 1974 (Good) 11,100*
4320 diesel, 1972 (Good) 9750*
4320 diesel, 1971 (Good) 8750*
4320 diesel, 1971 (Fair) 7700*
4320 diesel, 1969 (Fair) 7100
4320 diesel, 1972 (Fair) 7850*
4430 diesel, 1976 (Good) 13,750*
4430 diesel, 1975 (Good) 13,750*
4430 diesel, 1974 (Good) 13,500*
4430 diesel, 1975 (Fair) 12,000*
4430 diesel, 1976 (Good) 13,000*
4430 diesel, 1976 (Good) 14,750*
4430 diesel, 1977 (Good) 12,750*
4440 diesel, (New) 28,000*
4440, 1979 (Fair) 21,110
4520 diesel, 1970 (Good) 7500*
4520 diesel, 1970 (Fair) 6900
4620 diesel, 1970 (Good) 9600*
4630 diesel, 1976 (Fair) 15,000*
4630 diesel, 1976 (Good) 13,500*
4630 diesel, 1977 (Good) 14,300*
4640 diesel, (New) 31,000*
5020, 1970 (Fair) 6000*
8630 diesel, 1976 (Fair) 22,000*
8630, 1976 (Good) 24,000
300, backhoe, ldr., ... 3700

ALLIS-CHALMERS TRACTORS

B, 1949 (Good) 650*
C, cult., ... 450
C, cult., plow, 1950 (Fair) 950
G, 1950 (Fair) 1100*
WD, 1950 (Fair) 600
WD, 1950 (Rough) 460
WD-45, 1952 (Fair) 1150
WD-45, 1952 (Fair) 775
D-14, (Good) 850*
D-15, 1967 (Fair) 1800
D-17 diesel, 1964 (Fair) 1450
D-17, 1965 (Fair) 3800
D-21, 1967 (Fair) 4700
185 diesel, 1972 (Good) 7000*
190-XT, 1965 (Fair) 2900
190-XT diesel, 1966 (Fair) 3425
190-XT diesel, 1967 (Good) 4750*
190-XT diesel, 1967 (Fair) 3750*
190-XT diesel, 1970 (Good) 5900*
200 diesel, 1971 (Good) 7100*
200 diesel, 1970 (Fair) 7700*
210, 1971 (Good) 5600*
220 diesel, 1968 (Good) 5100
220 diesel, 1974 (Fair) 3700*
5040 diesel, 1975 (Fair) 2825
5040, 1974 (Fair) 3550*
5040, 1980 (Good) 5100*
7030 diesel, 1974 (Good) 7100
7030 diesel, 1974 (Fair) 8200*
7030 diesel, 1974 (Fair) 6650

MASSEY-FERGUSON TRACTORS

35 diesel, 1958 (Fair) 2100*
50, 1960 (Rough) 1110
65, (Good) 1750
65, 1962 (Fair) 2400*
135, 1968 (Good) 2250
135, ... 3150
165 diesel, 1969 (Good) 3300*
165 diesel, 1967 (Rough) 3150*
175 diesel, 1969 (Fair) 4400*
175 diesel, 1969 (Rough) 3100*
175 diesel, 1967 (Fair) 3000
180 diesel, 1971 (Good) 3300*
275, 1977 (Good) 6150
1080, (Fair) 3650*
1100 diesel, 1968 (Fair) 2750
1100 diesel, 1968 (Good) 3600
1105 diesel, 1975 (Fair) 7500*
2705, 1979 (Good) 17,000*
2805, 1978 (Good) 18,000*
2135 3850

Condition classifications: EXCELLENT means—Engine: in perfect condition, 400 to 600 hours of use; Rubber: 80% tread remaining, no breaks or cracks; Paint: original and bright; General Appearance: excellent.

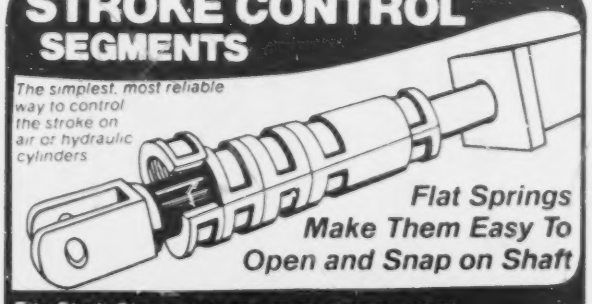
GOOD means—Engine: good running condition; Rubber: 70% tread remaining, no breaks or cracks; Paint: original paint or a good repaint job; General Appearance: good over-all.

FAIR means—Engine: possibly in need of a minor overhaul to restore; Rubber: 60% tread remaining, some cracking evident in side walls; Paint: only fair, weathered and some rust apparent; General Appearance: worn, some dents, minor parts such as gage covers missing or broken.

ROUGH means—Engine: obviously in need of a major overhaul; Rubber: smooth; Paint: scarred, weathered, rusty, needs painting urgently; General Appearance: dents, ruptures, broken parts, loose wires, some components such as lights broken, missing or inoperative.

STROKE CONTROL SEGMENTS

The simplest, most reliable way to control the stroke on air or hydraulic cylinders



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Fits Shaft Sizes: 1¼" 1½" 1¾" 1½" 1¾" 2"

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